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District of Arizona
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MEDIA ADVISORY

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TELEMARKETERS TO BE SENTENCED FOR DEFRAUDING ELDERLY VICTIMS OUT OF \$10 MILLION DOLLARS

PHOENIX, ARIZONA -- LARRY RAY EAMES, 46, of Phoenix, and **MICAH RUDISILL**, 24, of Atlanta, Georgia, will be sentenced on Monday, June 28, 1999, in U.S. District Court by Judge Roslyn Silver, for their telemarketing scheme that bilked approximately, \$10 million dollars from 350 elderly victims throughout the United States.

EAMES was the owner and president of American Eagle Advertising, a company that had offices in Phoenix, Arizona and Atlanta, Georgia. American Eagle's purported business was selling small gift items such as, baseball caps, cups, and pens, to businesses who want their logo emblazoned on them for advertising purposes. Most of American Eagle's revenue, however, was obtained from a fraudulent scheme that involved telephone salespeople who repeatedly called a targeted group of victims (age 65 and older and living alone), and falsely told them that they had won their "fair share" of \$500,000 in gold or other valuable prizes. The victims were told that they had to purchase some advertising items in order to receive their prize. The telephone salespeople directed the victims to send their payments to Phoenix and over time, many were lulled into sending thousands of dollars to American Eagle after repeated promises that they would receive their prize.

EAMES directed the overall operation of American Eagle from its office in Phoenix. **RUDISILL** managed the Atlanta "boiler room" where the salespeople made their calls.

(MORE)

After a four month trial ending in November 1998, a jury convicted **EAMES** and **RUDISILL** on two counts of Conspiracy, 15 counts of Mail Fraud, 13 counts of Wire Fraud, and 11 counts of Money Laundering.

GENE BURCE, 42, **LOUISE CLARK**, 35, **MICHAEL KEVIN DAVIS**, 38, and **HARRY JOHNSON**, 42, will also be sentenced on Monday. These four worked as telephone salespeople at the Atlanta office and were each found guilty of two counts of Conspiracy, 15 counts of Mail Fraud, and 13 counts of Wire Fraud. They worked as “reloaders” making repeat calls to American Eagle victims, some of whom sent money twelve or more times.

The extensive investigation that led to the successful prosecution of this case was handled by the Arizona Telemarketing Task Force comprised of agents from the Internal Revenue Service, the Federal Bureau of Investigation, U.S. Postal Inspection Service, and officers from the Phoenix Police Department.

The prosecution was handled by Assistant United States Attorneys, Peter Sexton and Scott Bales, District of Arizona, Phoenix, Arizona.

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